CIEE – Online

Course name: International Marketing
Course number: (GI) MKTG 3001 CIEE
Programs offering course: Online Summer
Language of instruction: English
U.S. semester credits: 3
Contact hours: 45
Term: Summer 2020

Course Description
Students will gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Examples from local and international business case studies provide first-hand context and experience for the issues explored in the course.

Learning Objectives
By completing this course, students will:

- Apply specific examples of intercultural sensitivity in international marketing tactics
- Identify theoretical frameworks and evaluate real world factors that contribute to successful and unsuccessful international marketing plans
- Apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances
- Evaluate impact of the Internet on the international marketer
- Compare the concerns of emerging and developing markets
- Develop and implement an international marketing plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites
One prior introductory course in principles of marketing and/or marketing management is strongly recommended.
Methods of Instruction

Instruction will be supported by original and secondary materials and will include films and case studies. The main online learning activity is discussion, initiated by short video-lectures and informed by the assigned materials. Readings are assigned to help students gain familiarity with key ideas and terms, which they will then be expected to integrate into their oral and written work (including the term paper and a final exam). Active engagement in class will be enhanced through student-led presentations, and the connection and relevance of the course to the host environment will be illustrated with a business case study at least one local company that represents a global brand.

Assessment and Final Grade

1. Annotated Census 10%
2. Case Study Presentations 20%
3. Midterm Exam 20%
4. Research Project 30%
5. Participation 20%
TOTAL 100%

Course Requirements

Annotated Census
Students will create an annotated census of marketing strategies which impacted intercultural sensitives. The census should be 750 words in length and comprise at least 10 marketing campaigns with annotation succinctly outlining how the campaign impacted intercultural sensitives.

Time on Task: 10 hrs

Case Study presentations
Students are required to present a comparative SWOT analyses of two marketing campaigns. These marketing campaigns can be entirely based in the host country environment, or global campaigns, or a mixture of the two. The presentations will be 7 minutes in length, with 3 minutes for peer Q&A and feedback.

Time on Task: 16 hrs

Midterm Exam
The exam is designed to assess student comprehension and ability to articulate core concepts related to international marketing. In the exam students will answer three essay-based questions relating to topics covered in the class up to the exams. The exam will be a take home, open book exam.
Research Project
A 2500-word research-based marketing plan, which will investigate and assess a marketing strategy from a multinational corporation in the host country environment, and propose a new marketing plan based upon the strengths, weaknesses, opportunities, and threats as identified during the analysis of the original marketing strategy. The topic of this marketing plan has to be approved by the instructor. Original source materials, photographs, illustrations must be utilized. During the last week of the course the student will also complete a short 15 min online presentation explaining the analysis of the project followed by a short Q&A period from other classmates and instructor.

Time on Task: 22 hrs

Participation

Participation is defined as meaningful contribution in the digital classroom, using the resources and materials presented to students as part of the course. Meaningful contribution requires students to prepare in advance of each recorded session and regularly engage with the resources, discussions, reflective assignments, and all other online learning activities. Students are required to demonstrate engagement with course materials, for example, through insightful, constructive comments and by using subject-appropriate terminology in: online discussion boards, peer-to-peer feedback (after viewing the presentations of others), interaction with guest speakers, where available, and submissions related to other outside-of-class activities. Students should ensure that submitted commentary balances opinions, general impressions, and specific and thoughtful criticisms or contributions. Grades are based on the content, depth, and quality of the aforementioned types of meaningful contributions as measured per the Participation grading rubric in Canvas. Students are also expected to use the Canvas inbox for communicating any clarifying questions they may want to ask about assessments or other course requirements.

Technology Requirements

Participation requires access to a computer with microphone (a headset and microphone are preferred over built-in sound devices) and webcam; a stable and strong internet connection; and a quiet and well-lit environment.

Attendance

Expectations: In an asynchronous online learning format, attendance takes the form of active student engagement:
- in instructional activities, course content, course tools
- with the course instructor, other students, and
- by timely completion of all assessments.
“Attendance” is more than just logging into the course on Canvas. Students must establish a record of participation in academically related activities in order to comply with this requirement. Academically related activities include, but are not limited to:

- submitting an academic assignment;
- taking an exam or quiz;
- attending a study group that is assigned by the instructor;
- participating in an online discussion about academic matters, designed by the instructor; or
- initiating contact in Canvas with the instructor to ask a question about the academic subject studied in the course.

Academically related activities do NOT include activities where a student may be present, but not academically engaged, such as:

- logging into an online class without active participation
- contributing to or engaging in the CIEE Orientation or Community Course(s)

**First Week of Class:** Online courses officially commence on the first day of the term. Students must demonstrate engagement in class by no later than day 5 of the term, or risk being administratively dropped from the course with no opportunity to re-enroll. Students administratively dropped from the course for failure to engage will be considered withdrawn from the program and subject to CIEE financial withdrawal policies and fees.

**Duration of Course:** Continued, regular class engagement is required throughout the scheduled duration of the course, and disengagement will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for completing courses online, consistent failure to engage in the course on a weekly basis (defined as failing to engage for two or more weeks of online learning) will result in a formal written warning from the CIEE Center Director. CIEE instructors / staff will monitor student engagement on a weekly basis. The weekly schedule below outlines due dates for asynchronous learning activities for this course.

**Weekly Schedule**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Orientation Week</th>
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<tbody>
<tr>
<td>Class 1.1</td>
<td>The Challenges and Opportunities of International Marketing</td>
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This class will cover the core concepts in terms of the course and the global environmental drivers of how businesses are marketed and evaluated.

Readings:

Chicago Humanities Festival. (2012). *Introduction to Marketing by Philip Kotler* [YouTube Video]. Retrieved from:

Time on task: 6 hrs

**Class 1:2**

**Marketing for a Local (national) Versus a Global (multinational) Audience**

This class will discuss key factors that go into and distinguish both International trade frameworks and policies.

Reading:

Time on task: 5 hrs

**Class 1:3**

**The International Marketing Imperative**

In this class students will explore and evaluate the international marketing plan. The role of culture will also be considered and discussed at length.

Reading:

**Annotated Census Due**

Time on task: 5 hrs

**Class 1:4**

**New Directions and Challenges**

A well rounded perspective on the challenges of connecting a business globally are discussed in terms of history, geography language and religion in addition to the complex economic and business approach in and across countries.

Reading:

Time on task: 5 hrs

**Week 2**
Class 2:1  
**Leveraging in International Marketing**  
The focus of this class will be on the analysis of resources and capabilities. Students will also discuss the current economic environment and the impact of this environment on leveraging in the international market.

Reading:  

Time on task: 6 hrs

Class 2:2  
**The Political and Legal Environment**  
Consumer, industrial, and government markets will be the focus of this class. Students will engage with a guest speak to articulate the complexities of the host country context, and the impact on marketing.

Reading:  

Case:  

Time on task: 5 hrs

Class 2:3  
**The International Marketing Environment**  
Students will explore and be involved in strategic planning. Students will undertake a visit as a class to an international business in the host environment paying specific attention to its marketing strategies for international markets and international environmental challenges for a local business.

Readings:  

Time on task: 6 hrs
Class 2:4

**Analyzing People and Markets**
Market entry and expansion will be the focus of this class. Students will be involved in developing expert groups around the topics discussed to date in order to review notes, readings, and articles to prepare peer feedback for the case study presentations in the latter part of the class.

Reading:
Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 9,
10th Ed. Mason: South-Western College.

**Due Date for Case Study Presentations**
Time on task: 7 hrs

**Due Date for Mid Term Exam**

Week 3

Class 3:1

**Key Analysis, Joint Ventures and Alliances**
Microenvironment: industry and competition analysis is discussed. Students will also explore concepts around microenvironment with regards to market and consumer analysis. Class will undertake a site visit as a co-curricular activity. They will visit an international business in the host environment with specific attention to its marketing strategies for international markets and international environmental challenges for a local business.
Marketing organization, implementation, and control is also explored in detail.

Reading:
10th Ed. Mason: South-Western College.

Time on task: 6 hrs

Class 3:2

**Social Networks and Communication**
The strategies adopted in the case are discussed in terms of understanding the reasons for company’s failure in the past. The role of social media and technology in the outcomes of market share, profits and reputation are discussed. Various social network communication strategies for retail businesses are also explored.

Reading:
Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 16,
10th Ed. Mason: South-Western College.
Case:
Time on task: 5 hrs

Class 3:3
**SWOT Analysis**
Students are involved in analysing product management and global brands using the SWAT strategy.

Reading:

Time on task: 6 hrs

Class 3:4
**Advertising, Promotion, and Sales**
Pricing strategies and tactics are discussed in this class. Examples from various businesses are compared and critiqued.

Reading:

Time on task: 5 hrs

**Due Date for Submission of the Final Project**

Week 4

Class 4:1
**International Marketing Strategies**
Global distribution and logistics is discussed in the class. Target market entry decisions are also explored and the impact of meeting targets on business growth.

Reading:

Time on task: 5 hrs
Class 4:2  
**Going to the Global Market: Product, Promotion, Price and Place**  
In this class students will discuss the role of leadership, corporate social responsibility and sustainability.

Reading:  
Case:  

Time on task: 7 hrs

Class 4:3  
**Final Project and Oral Presentation**  
In this class students will present their final projects to the group through virtual meeting.

Time on task: 8 hrs

**Total Time on Task: 135 hrs**

**Course Materials**

**Readings**


**Online Resources**


Blue Ocean. (n.d.). Blue Ocean Strategic Moves – Canon. Retrieved at:
https://www.blueoceanstrategy.com/bos-moves/canon/

[YouTube Video]. Retrieved from: https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s


Journal of International Marketing: